

APPRAISAL IN ENGLISH AND SPANISH: A CONTRASTIVE ANALYSIS OF ATTITUDE AND GRADUATION IN BOOK AND FILM REVIEWS

In this presentation, an English-Spanish contrastive analysis of evaluative language will be carried out on texts from a genre in which it is particularly prominent: book and film reviews. The data chosen are non-professional consumer-generated reviews selected from the Simon Fraser University Review Corpus (Taboada 2008). The reviews are analyzed in terms of the category of Attitude within the Appraisal framework (Martin and White 2005), as well as the spans of Graduation included in those of Attitude. The analysis, based on previous research (Carretero and Taboada 2014; Taboada et al. 2014), will uncover a number of crosslinguistic similarities such as the high frequency of Appreciation and the narrow relationship between the global polarity of the reviews and the individual polarity of the spans, as well as some differences, which will be the focus of the presentation.

Some of these differences are: firstly, the higher frequency of Affect spans in the Spanish reviews, which display a many cases of the verbs *gustar* ('like') and *encantar* ('love'), which have the same syntactic pattern as English *please*: the subject is the entity that provokes the feeling and the object is the entity that feels. Secondly, the English data showed a higher frequency of positive evaluative expressions in negative reviews. One of the reasons for this dissimilarity lies in the occurrences of a rhetorical pattern that consists of mentioning positive aspects first and then negative ones, as in the the following example, from Taboada et al. (2014: 142):

The good stuff....the visual production itself with its ultra-stylized appearance. It looks nice, but did the budget of a third world nation need to be spent to create this film?

A third difference lies the higher number of Focus softeners in Spanish, such as *en parte* ('in part'), *más o menos* ('more or less') or *por así decirlo* ('so to say'). In particular, the Spanish book reviews display a relatively high number of spans of Focus due to the frequency of evaluative expressions referring to parts of the book.

REFERENCES

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